



MARKET BRIEF

TURKISH WINE MARKET

Turkey, a dynamic market, located in the heart of “Euro-Asia”, embodies great opportunities for U.S. wine exporters. Being a prominent hub of culture and commerce, the market for wine is expanding in Turkey as more varieties become available.

Market Overview

♦ Wine Production

Sixty million liters of wine was produced in Turkey in 2004, of which 10% was produced by top ten wine producers. There are eighty wineries in Turkey. Given the increasing demand for wine, production is expected to increase, especially with the possible adoption of EU tariffs, which will encourage sales.

♦ Consumption

Turkey consumes an estimated 69 million liters of wine. Due to increasing urbanization and improved economic conditions, wine consumption has gone up by 50% to current 1.0 liter per capita. As a leading tourist destination, with an estimated 15 million people visiting the country each year, wine sales will continue steady climb. Well-educated, young and sophisticated people are the main consumers of wines. Wine and alcohol consumption is higher in large cities such as Istanbul, Ankara and Izmir and economically more developed regions in Thrace, the Marmara and the Aegean.

♦ Trade & Import Regulations

Imported wines now can be marketed in supermarkets, wine stores and retail/specialty stores. However, a combination of import duties, consumption taxes, and distribution costs and local mark-ups increase the retail wine prices by three to five times to those in the US. Taxes and charges that impact imported wines are VAT, Import duty, special consumption tax (OTV) and custom clearance and other fees.

♦ Breaking into the Market

The best method to enter the market for exporters is to get in contact with independent importers, agents or distributors. The U.S. Agricultural Service and U.S. Commercial Service in the U.S. Embassy can help US companies locate suitable importers in Turkey.

Why Turkey?

- **A dynamic market with 10% growth rate per year**
- **Large supermarkets with \$23 billion retail sales**
- **Young population**
- **15-25 million tourists per year**

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